

Message Text

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E.O. 11652: N/A

TAGS: BEXP, IV

SUBJECT: SUMMARY REPORT ON ROAD CONSTRUCTION TECHNICAL SALES
SEMINAR

REF: ABIDJAN 3106 NOTAL

1. SUBJECT SEMINAR SPONSORED BY USDOC WITH COOPERATION OF USDOT WAS HIGHLY SUCCESSFUL PROMOTIONAL EVENT. MUCH OF ITS EFFECTIVENESS WAS AS A RESULT OF SIMULTANEOUS INTERPRETATION THAT EMBASSY OBTAINED AT THE LAST MINUTE.
2. AFTER REHEARSALS AND BRIEFING MAY 5, FIRST SESSION OPENED BY CHARGE D'AFFAIRES FERRITER IN EMBASSY CONFERENCE ROOM WITH WELCOMING REMARKS GIVEN BY MINISTER OF TRANSPORTATION AND PUBLIC WORKS DESIRE BONI.
3. FIRST DAY INCLUDED PRESENTATIONS BY WESLEY H. MENDENHALL, SEMINAR CHAIRMAN, AND DIRECTOR OFFICE OF HIGHWAY OPERATIONS, FEDERAL HIGHWAY ADMINISTRATION, DOT; BY EARL F. NEIDERER, SENIOR VICE PRESIDENT, L. ROBERT KIMBALL CONSULTING ENGINEERS; AND JAMES W. WELLS, VICE-PRESIDENT, SLURRY SEAL INTERNATIONAL, INC. ATTENDANCE FIRST DAY SESSION WAS 40-45 PARTICIPANTS.

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4. SECOND DAY PRESENTATIONS WERE MADE BY JAN F. NIELSEN, AFRICA SALES MANAGER, CLARK EQUIPMENT; JAMES M. CARTER, SOILTEST INTERMKTIONAL; AND JOHN MCINTOSH, DISTRICT SALES MANAGER, ECONOMY FORMS CORPORATION. WHILE ATTENDANCE DROPPED SOMEWHAT FROM FIRST (ABOUT 25-30 PARTICIPANTS), ALL MAJOR END-USERS AND GOVERNMENT MINISTRIES STILL REPRESENTED. QUESTION AND ANSWER-PERIODS INDICATED KEEN INTEREST ON PART OF LISTENERS IN TEHNOLOGICAL ADVANCES AND U.S. COMPANIES' PRODUCT LINES.

5. FULL SCHEDULE OF PRIVATE MEETINGS ARRANGED AND SEMINAR MEMBERS PLEASED WITH RESULTS. SOCIAL EVENTS INCLUDED RECEPTION HOSTED BY CHARGE FERRITER IN ABSENCE OF AMBASSADOR, MAY 5; DINNER AT COMMERCIAL ATTACHE'S RESIDENCE MAY 7; AND LUNCHEON MAY 9 AT E/C SECTION CHIEF'S RESIDENCE. WHILE IVORIAN ATTENDANCE SPARSE AT THESE EVENTS, THEY PROVIDED VERY USEFUL OCCASIONS TO DEVELOP FURTHER CONTACTS WITH MEMBERS OF EXPATRIATE BUSINESS COMMUNITY.

6. ON MAY 8 SEMINAR TEAM VISITED CONSTRUCTION SITES ALONG NORTHERN ROAD PROJECT FROM BOUAKE NORTH OF KATIOLA. EXCELLENT TOUR OF AREA HOSTED BY SONITRA OFFICIALS WHO EXPLAINED PROJECT MANAGEMENT AND SHOWED MEMBERS PLANS AND EQUIPMENT USED IN VARIOUS STAGES OF CONSTRUCTION ACTIVITY.

7. PARTICIPANTS REPORT EXPECTED SALES NEXT TWELVE MONTHS TO EXCEED SIX MILLION DOLLARS. THIS DEGREE OF SUCCESS REMARKABLE CONSIDERING ALL FIRMS EXCEPT ONE NOT ESTABLISHED IN MARKET INCLUDING ONE-NEW-TO-EXPORT FIRM.

8. MINISTER OF PUBLIC WORKS COOPERATION IN OPENING THE SEMINAR AT REQUEST OF AMBASSADOR AND ENCOURAGEMENT OF PARTICIPATION BY TECHNICAL PEOPLE IN HIS MINISTRY WAS AN IMPORTANT FACTOR IN ASSURING SEMINAR'S SUCCESS. MENDENHALL CALLED ON THE MINISTER MAY 9 TO THANK HIM FOR HIS COOPERATION AND EXPLAIN FHWA TECHNICAL ASSISTANCE PROGRAMS.

FOR HOSTLER FROM AMBASSADOR SMITH

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BELIEVE YOUR DECISION TO SUPPORT EMBASSY PROPOSAL OF HIRING SIMULTANEOUS INTERPRETER WAS CRITICAL TO EFFECTIVENESS OF SEMINAR PRESENTATIONS. PRIOR EXPERIENCE WITH THIS POST AND OTHER FRANCOPHONE POSTS INDICATES THAT WITHOUT SUCH SERVICE, OR FRENCH SPEAKING PARTICIPANTS, MUCH OF PROMOTIONAL EFFORT IS LOST. PLEASE ACCEPT MY PERSONAL THANKS FOR YOUR SUPPORT IN THIS MATTER. THE QUALITY OF INTERPRETATION ENHANCED CONTACTS AND IMPRESSION OF THIS TRADE PROMOTIONAL

ACTIVITY AND BELIEVE WARRANTS CONSIDERATION OF SIMULTANEOUS
INTERPRETATION AS A STANDARD BUDGETARY ITEM FOR FRANCOPHONE
CONFERENCES.
SMITH

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